



Every One Counts

I want to help!

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

HOW I CAN HELP (Please check all that apply):

- Write a check to support 14 local health and human service organizations on the front lines of helping people in need.
- Plan an event to benefit the Empty Stocking Fund. (See below for examples of successful fundraising events.)
- Send information about Empty Stocking Fund to my email/mail database.
- Invite the Empty Stocking Fund team to make a presentation to members of my organization.
- Donate media/promotional space to help promote the fund.
- Post an Empty Stocking Fund logo and link on our Web site.
- Tell me how I can help!
- Other _____

Ideas for a successful event

- Plan a holiday party for family and friends and ask them to make a donation to ESF in lieu of gifts.
Example: A local philanthropist raised more than \$1,000 at her annual holiday party simply by asking friends to write or bring a check.
- If you are a business owner, donate a percentage of every purchase to ESF.
Example: Gloss at the Shops at Briargate raised nearly \$5,000 by donating \$1 for every woman who tried on a pair of jeans between Black Friday and Christmas Eve.
- Plan and execute your own fundraising event that has never been done before.
Example: Students at Colorado College raised more than \$5,000 by planning an annual Fun Run.

**Please note that the Empty Stocking Fund cannot accept in-kind donations of food, clothing, etc. Your cash donation will be matched up to 49% to ensure it makes the biggest impact locally.*



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How we can help you, help us

SUPPORT MATERIALS (Please check one):

- PACKAGE 1:** High traffic areas and/or large fundraising events introducing at least 500 people to the Empty Stocking Fund:
 - 10 – 11” x 17” cardstock signs (ideal for tabletop signage)
 - 2 – 2’ x 3’ mounted poster (meant to be displayed on an easel in high traffic areas)
 - 500 – postcard/direct mail pieces or brochures (can also be mailed)
- PACKAGE 2:** Storefront traffic and/or medium-sized fundraising events introducing at least 250 people to the Empty Stocking Fund:
 - 5 – 11” x 17” cardstock signs (ideal for tabletop signage)
 - 1 – 2’ x 3’ mounted poster (meant to be displayed on an easel in high traffic areas)
 - 250 – postcard/direct mail pieces or brochures (can also be mailed)
- PACKAGE 3:** House parties and/or areas of lower traffic introducing approximately 100 people to the Empty Stocking Fund:
 - 2 – 11 x 17 cardstock signs (ideal for tabletop signage)
 - 1 – 2’ x 3’ mounted poster (meant to be displayed on an easel in high traffic areas)
 - 100 – postcard/direct mail pieces or brochures (can also be mailed)
- PACKAGE 4:** Custom built package for your organization/event.

ALL PACKAGES INCLUDE:

- Your event listed in The Gazette’s community calendar that runs Sunday in Life
- Promotion for your event in regular Empty Stocking Fund ads that will run each week during the campaign (as space allows)
- Listing your organization/community group as a supporter on the Empty Stocking Fund Web site with a link to your Web site
- Recognition of your contribution in regular thank you ads that run in The Gazette throughout the course of the campaign
- An invitation to our annual opening and closing receptions where you’ll be recognized publicly

Deadline for requests is November 11, 2009.

Please fax your completed form to 719-636-0164 and someone will be in touch shortly to help you get started.

Thank you for your support of The Gazette-El Pomar Foundation Empty Stocking Fund.

The Gazette
gazette.com

